

**MONETARY / VAL MATRIX  
MARKETING SUMMARY  
(\$)**

EXPENDITURE/APPROVAL LEVEL	1	2	3	4	5	6	7
CAPITAL APPROPRIATION/JOB ORDERS	\$8,000	\$3,000	\$1,000	\$250	\$100	\$25	\$10
PURCHASE REQUISITION/ CONTRACTS/INVOICE WITHOUT PURCHASE ORDER	1,000+	1,000+	1,000	250	100	25	10
ADVERTISING AGENCY ESTIMATES*							
1000-4000 .7000 SERIES	250+	250+	250+	250	250	250	10
5000/6000 SERIES	1,000+	1,000+	1,000	250	100	25	10
CONSULTANTS	500+	500	250	0	0	0	0
TRAVEL EXPENSES / TRAVEL ADVANCES	10+	10+	10+	10+	10	5	3
RENTAL & LEASES - ANNUAL AMOUNT	5,000	3,000	1,000	250	100	25	0
RENTAL & LEASES - AGGREGATE AMOUNT	50,000	30,000	6,000	750	200	50	0

W.CAMPBELL*	J.MORIAN*	D.BERAN*	R.LANISE*	D.CIMINE*	MANTONOFF*	C.ABRUSCATO*
		N.BRENNAN-LUND*	I.BROEMAN*(1)	R.FERRARI*	W.BITTNER	V.BERNER
		S.LEVAN*	C.COHEN*	S.JANNETTA*	J.BONHOMME	E.BRUCE
		R.MIKULAY*	E.GEE*	A.MARRUILLER*	K.SESNI	G.DALESSANDRO*
		R.ROPERT*	A.GOLDFARB	M.MURPHY*	S.FULLER	J.EIBON
			E.GAWRONSKI	N.PARMET*	J.ISACS	N.ELLIS*
			J.HIERONIMUS*	S.REICH*	J.KIERNAN*	J.FONTANEZ*
			P.HENRIQUES*	A.SINHA*	K.MILLER	J.GEORGE
			T.KEMP*	A.VONGERIMETEN*	E.MOORE*	P.GORDON*
			M.MAHAN*	C.MURRAY*	T.NELSON	D.GROSS
			S.PISKOR*	S.PISKOR*	S.NORRIS	J.MAGGIO*
			R.SIMONS	T.RUSH*	S.RUSH*	B.NEIDLE
			N.SUTER*	J.TAYLOR*	T.SALOUN	A.O'NEIL*
			J.TAYLOR*	J.VANDER PUTTEN	M.SALZMAN*	R.SCHNEIDER
					S.SAMPSON*	A.SCHWARTZ
					W.SMITH III*	C.TUCKER*
					R.WHALEN	B.WEINSTEIN
						T.YOUNG*
						N.ZIMBALIST

\* CAN SIGN ADVERTISING PRODUCTION ESTIMATES

1000	PRINT PRODUCTION
2000	POS/COLLATERAL PRODUCTION
3000	OUTDOOR PRODUCTION
4000	EVENT PROMOTION
5000	INCENTIVE PROMOTION
6000	DIRECT MARKETING
7000	MILITARY PRODUCTION

(1) CAN APPROVE SPONSORSHIPS UP TO \$250

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